SFA Branding Worksheet

Fonts

SFA has three acceptable fonts available.
For body text on a website or other publication, Open Sans is also acceptable but not preferable. If you lack any of these fonts, email jason@sfa-mn.org.

Futura Std Book
Futura Std Heavy
Futura Std Bold

Logos

SFA has one acceptable logo family.
All SFA publications that are NOT event-specific must use the following SFA Main Logo (or the chapter variant) as the dominant logo on any document, banner or website:

Do not make any alterations to the logo – changing colors, tints, fonts, type placement or proportions. Logos are available on the SFA Intranet Site or from jason@sfa-mn.org.
SFA also has event logos to be used dominantly in event-specific documents, banners or websites. In these cases, the main SFA logo must also be used in a secondary manner.

Colors

SFA has three acceptable colors.
Other than black and white, use only these colors in official SFA publications

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brown</td>
<td>175U</td>
<td>0/65/100/60</td>
<td>124/56/0</td>
</tr>
<tr>
<td>Green</td>
<td>377U</td>
<td>45/0/100/24</td>
<td>120/162/47</td>
</tr>
</tbody>
</table>

Questions? Email Jason Walker at jason@sfa-mn.org